



Exp hotel[®] 2004

June 9-11, 2004

Cancun, Mexico

Who Should Attend

U.S. exporters of food, including catering products; beverages, wine and spirits for the hotel, restaurant and institutional trade should attend.

Why

Exp hotel is the most complete and important trade event in the Mexican Caribbean region. Is the international trade forum that can increase your sales because it spotlights just what makes your company competitive. It gives you the opportunity to satisfy a large part of the demand within this valuable sector.

The Market

Mexico, with its large and growing population, stable economy, liberalized import policy and ideal geographic location, is a dynamic market for exports of top quality US food and agricultural products. In 2002, the total value of US exports of food and agricultural products to Mexico were \$7.67 billion.

Growth in the sales of consumer-ready products accounted for 58 percent of that impressive increase, surging from \$952 million to \$3.2 billion, representing an average annual growth of 23 percent.

Best Prospects:

Poultry products, beef, pork, dairy products, seafood, snacks, food ingredients, fruit and vegetable juices, sauces and other condiment, fresh and processed fruits and vegetables, alcoholic beverages, non-alcoholic beverages, vegetable oils, frozen products, sugar and sweeteners, herbs and spices

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